

Message Text

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FM SECSTATE WASHDC

TO AMCONSUL MILAN

INFO AMEMBASSY ROME

UNCLAS STATE 173319

MILAN FOR TRADE CENTER

E.O.11652:NA

TAGS: BEXP,IT

SUBJECT: BUILDING EQUIPMENT & SUPPLIES/REQUEST FOR SUPPLEMENTAL
MARKET DATA

1. PLANNING COMMENCING ON THIS SHOW. REQUEST C FORWARD
ANALYSIS OF CURRENT STATE OF ITALIAN CONSTRUCTION INDUSTRY
INCLUDING SIZE OF MARKET, TRADE STATISTICS, AND PRODUCTION
FIGURES.

2. REQUEST TC ELEBORATE ON PREVIOUS MARKET RESEARCH TO
DETERMINE MARKET POTENTIAL OF THE FOLLOWING PRODUCTS:

A. CONSTRUCTION EQUIPMENT - AIR IMPACT WRENCHES AND AIR
TACKERS, AUTOMATIC RAILERS AND CAULKING GUNS, CONCRETE
LEVELERS, MASONRY AND CONCRETE WORKING EQUIPMENT, PIPE-
CUTTERS, POWER TOOLS INCLUDING SAWS DRILLS, SANDERS, TRIMMERS
AND SHAPERS, SEALING AND SPRAYING EQUIPMENT INCLUDING AIRLESS
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SPRAY EQUIPMENT, AND TRUSS EQUIPMENT.

B. BUILDING MATERIALS - ACID PROOF CEMENT, CLEANUP AND FINISHING EQUIPMENT CORROSION PROTECTION MATERIALS, CONSTRUCTION ADHESIVES AND APPLICATORS, DO-IT-YOURSELF MATERIALS, DRYWALL AND WALLBOARDS, INDUSTRIAL TAPE PRODUCTS, INSULATING MATERIALS SUCH AS FIBERGLASS, POLYSTYRENE, POLYURETHANE, ROOFING MATERIALS AND PROTECTIVE COATINGS, METAL FRAMES FOR PANEL CONSTRUCTION, AND SWIMMING POOL MATERIALS.

C. DECORATIVE MATERIALS AND HARDWARE - ACOUSTIC PANELS, CEILING SYSTEMS, EXTERIOR AND INTERIOR WALL COVERINGS, FLOOR COVERINGS AND MATERIALS, LIGHTING FIXTURES AND OTHER ELECTRICAL PRODUCTS, MOVEABLE PARTITIONS AND PANELING, BATHROOM AND KITCHEN EQUIPMENT AND MATERIALS, AND WATER CONDITIONERS.

D. TOTAL SYSTEMS - PREFABRICATED SYSTEMS AND STRUCTURAL BUILDING SYSTEMS.

E. AIR CONDITIONING EQUIPMENT - PACKAGE UNITARY AIR CONDITIONERS, LARGE-SCALE UNITS, INDUSTRIAL DEHUMIDIFIERS, PACKAGE TERMINAL AIR CONDITIONERS, AND HEAT RECOVERY SYSTEMS, AND COMMERCIAL ROOFTOOP AIR CONDITIONERS.

F. MISCELLANEOUS PRODUCTS - BUILDING SECURITY EQUIPMENT AND HEATING UNITS AND CONTROLS.

3. REQUEST ABOVE BY OCTOBER 1, 1974 IN ORDER TO PROVIDE PROPER BASE FOR PROCUREMENT. KISSINGER

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